

KC BizCare – Business Customer Service Center

DATE: May 30, 2013

TO: Richard Usher, Assistant City Manager for Small Business & Entrepreneurship

FROM: John Pajor, KC BizCare

SUBJECT: Monthly Report – April 2013

In December of 2012 we participated in the first of a series of teleconferences titled, "Big Ideas for Small Business". The forum is sponsored by the National League of Cities and is intended to highlight local government programs that support entrepreneurship.

The group has convened five times to discuss topics such as creating start-up guides for restaurants, supporting immigrant entrepreneurship and cultivating economic vitality at the neighborhood level. On April 1 KC BizCare staff spoke to the group on the subject of community engagement strategies.

To prepare for this presentation we partnered with *SiteDeck*, an innovative media start-up, to produce a short video about our work. In the video we explained our efforts to build relationships with the small business community that enable us to get the word out about our services and receive feedback from business owners. We described our storefront location, collaboration with entrepreneurial support organizations and initiatives such as small business focus groups, office hours and the Small Business Committee.

Our participation in the Big Ideas forum keeps us up to date on what cities across the nation are doing to support small business development. Here are some recent examples of ways we are implementing those best practices in our community:

- April 3 staff held a meeting with the local manager of the Missouri Secretary of State's office to discuss ways our office can work together to assist customers
- April 12 we convened a meeting with representatives from City Planning and Development, Public Works and Law to discuss the rules for street vendors
- April 18 Sharon Kingsbury participated in an educational session about copyrighting sponsored by the Kansas City Volunteer Lawyers and Accountants for the Arts
- April 30 we were invited to present to the monthly meeting of the 4th District Neighborhood Leaders

Also in April we began providing space for a loan officer from the Justine Petesen microloan agency to meet with clients in our conference room. Lisa Zimmerman, the newest member of the Justine Petersen microloan team, met with customers at KC BizCare on April 10th and April 24th. Ms. Zimmerman will continue her visits on the first and fourth Wednesdays of the month between 10:00 a.m. until 2:00 p.m.

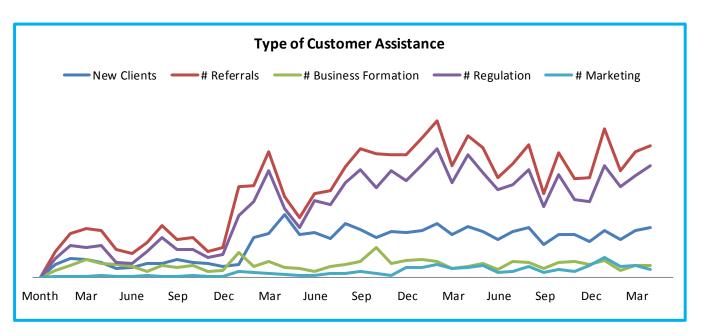
Networking Contacts	April 2013
Entity	Date
Kauffman Foundation - 1 Million Cups	4/3/2013
Justine Petersen Micro Loan Program	4/3/2013
Kansas City Startup Village	4/3/2013
Missouri Secretary of State's Office	4/3/2013
Social Media Club of Kansas City	4/5/2013
Kauffman Foundation - 1 Million Cups	4/10/2013
Development Assistance Team	4/11/2013
City Planning, Public Works, Law joint meeting	4/12/2013
Kauffman Foundation - 1 Million Cups	4/17/2013
KC Volunteer Lawyers & Accountants for the Arts	4/18/2013
Mayor & City Council	4/22/2013
Landlords Inc	4/23/2013
MainCor Development Corporation	4/23/2013
Code for America	4/23/2013
Economic Development Corporation	4/25/2013
MainCor Development Corporation	4/26/2013
Mayor & City Council	4/30/2013

Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
August	185	69	37.3%	54	29.2%
September	123	56	45.5%	39	31.7%
October	160	65	40.6%	52	32.5%
November	160	45	28.1%	41	25.6%
December	134	52	38.8%	31	23.1%
January	175	79	45.1%	65	37.1%
February	141	72	51.1%	48	34.0%
March	175	62	35.4%	65	37.1%
April	185	76	41.1%	65	35.1%
	3509	1304	37.2%	1151	32.8%

Referrals to City, State, Federal Departments & Resource	Partners - April 2013	# of
Entity	Type of Referral	Referrals
City Departments		
City Clerk	Regulatory	1
Finance - Earnings Tax	Regulatory	4
Finance - Business Licensing	Regulatory	129
Health - Air Quality	Regulatory	1
Health - Food Protection	Regulatory	3
Housing - Property Preservation	Regulatory	1
Human Relations - M/WBE Program	Business Formation	1
Mayor & City Council	Business Formation	1
Neighborhood & Community Services - Land Bank	Business Formation	2
Neighborhood & Community Services - Regulated Industries	Regulatory	2
Neighborhood & Community Services - Rental Registration	Regulatory	1
Neighborhood & Community Services - Tow Services	Regulatory	1
Parks Department	Regulatory	3
Planning & Development - Building Codes	Regulatory	7
Planning & Development - Citywide Planning	Regulatory	1
Planning & Development - Contractor Licensing	Regulatory	1
Planning & Development - Development Management	Regulatory	4
Planning & Development - Home-based Business, IB # 117	Regulatory	65
Planning & Development - Investigations Division	Regulatory	1
Planning & Development - Permits Division	Regulatory	11
Planning & Development - Zoning Clearance	Regulatory	134
Water Services	Regulatory	1
State Departments		
Missouri Dept of Revenue	Regulatory	13
Missouri Office of Equal Opportunity	Regulatory	1
Missouri Secretary of State	Regulatory	22
Federal Departments & Agencies		
IRS Small Business & Taxpayer Information	Regulatory	13
Small Business Administration	Business Formation	1
US Copyright Office	Business Formation	7
Resource Partners		
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	11
Google, Get Your Business Online	Business Formation/Marketing	3
H & R Bloch Business & Career Center, Central Library	Business Formation/Marketing	2
Hispanic Chamber of Commerce of Greater Kansas City	Business Formation/Marketing	2
Hispanic Economic Development Corporation	Business Formation	3
Internet Webpage	Business Formation	7
Justine Petersen Micro-lending Program	Business Formation	9
KCSourceLink	Business Formation/Marketing	6
Landlords Inc	Business Formation/Marketing	1

Referrals to City, State, Federal Departments & Resource Partners - April 2013							
Entity	Type of Referral	Referrals					
Midwest Center for Nonprofit Leadership	Business Formation	1					
Northeast Kansas City Chamber of Commerce	Business Formation/Marketing	1					
Northland Regional Chamber of Commerce	Business Formation/Marketing	3					
Parkville Chamber of Commerce	Business Formation/Marketing	1					
Platte City Chamber of Commerce	Business Formation/Marketing	1					
Southtown Brookside Waldo Council	Business Formation/Marketing	2					
Thinking Bigger Guide	Business Formation/Marketing	8					
Total Referrals:		493					





Active Clients June 2009 - Dec 2010	471	542	608	664	695	732	783	850	905	955	993	1041
Month of 2010	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted with business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted with regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted with marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients Jan 2011 - Dec 2011	1189	1351	1586	1744	1871	2022	2117	2317	2497	2645	2815	2981
Month of 2011	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted with business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted with regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted with marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up within 3 weeks	N/A	100%	100%									
Number of networking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

Active Clients Jan 2012 - Dec 2012	3156	3357	3518	3707	3876	4016	4188	4370	4493	4653	4813	4947
Month of 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of referrals	524	586	419	531	486	374	427	496	314	468	371	374
Number assisted with business formation	66	57	33	38	49	29	60	56	33	53	58	46
Number assisted with regulatory/licensing	421	483	354	459	394	329	346	402	263	386	292	284
Number assisted with marketing	37	47	32	34	43	16	21	38	18	29	21	44
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	4	20	18	8	11	16	7	11	7	8	14	7

Active Clients Jan 2013 - Dec 2013	5122	5263	5438	5623
Month of 2013	Jan	Feb	Mar	Apr
Number of referrals	556	400	472	493
Number assisted with business formation	63	23	45	43
Number assisted with regulatory/licensing	420	339	382	420
Number assisted with marketing	73	38	45	30
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%
Number of networking events	10	10	7	17